

REMARKS

In accordance with the foregoing, claims 2, 3, and 11 have been amended. Claims 1-11 are pending and under consideration. New claim 12 has been added.

Claims 2-4, and 11 were rejected under 35 U.S.C. § 112 ¶ 2, as being indefinite for failing to particularly point out and distinctly claim the subject matter which Applicant regards as the invention. Applicants have amended claims 2, 3, and 11 solely for the purpose of clarification for the Examiner.

In particular, claim 2 has been amended to more clearly recite that the advertising acceptance means is a means for accepting from the computers unregistered advertising information and designations of already registered resource information as both are identified in the language of the claim or unregistered resource identification information to be recorded in the advertising database.

Claim 3 has been amended to more clearly recite that the inquiry means is a means for inquiring whether the unregistered advertising information may be correlated with the already registered resource identification information, based on the results of the determination by the determination means. As the claim language clearly indicates, the inquiry is made using a communication address for the owner of the already registered resource identification information.

Regarding claim 4, Applicants respectfully submit that claim 4 does not recite an advertising database means. Thus, Applicants are uncertain as to the Examiner's source of confusion.

Regarding claim 11, Applicants respectfully submit that the claim does not recite a first or a second user. The claim does identify a consulting user. Applicants have amended the claim to clarify the antecedent.

Claims 1-11 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over an article entitled, LiQ, Inc. Makes Gift-Giving Easier with Online Paging; Shop and Chat Technology Lets Consumers Make Decisions Together, Business Editors, Business Wire, Dec. 21, 1999 (hereinafter LiQ) in view of DIALOG(R)File 640, record # 10719046, BIG BUDDY IS WATCHING YOU San Francisco Chronicle (SF) – SUNDAY, August 6, 2000, Cheryl Barron (hereinafter Barron).

LiQ discloses a system in which a first user who is logged onto a website can invite a second user who is also logged onto the website to view a product displayed on the website and discuss the displayed product in a chat room created by the first user, for example, on the website. According to LiQ, shopping "buddies" who are already logged onto the website are

“paged” privately, and those who are not are sent an email message. See LiQ, page 2.

Barron discloses an incident in which a computer was “hacked.” According to Barron, AOL software including instant messaging alerted a “buddy” on a buddy list when a user was online. A hacker used the user’s password and software which allowed the hacker to view the same website viewed by the user. When the user viewed a website, the hacker would send the user instant messages and make comments on the website that the user was viewing.

The present invention provides a method for effectively distributing advertisements on a network. According to the present invention, a user A can register a user B in user A’s buddy list. When the user B views web information identified by a Uniform Resource Locator (URL), advertisement information regarding the web information identified by the URL can be received by user A’s computer. Having received the advertising information, user A’s computer can display user B’s status as an advertisement icon. See specification, page 26, lines 12-13. See also Fig. 9B. In other words, as shown in Fig. 9B, an advertising icon entitled “virtual shopping Mall A” is provided on the computer screen of user A, thereby informing user A that user B is online and is visiting a web page relating to the advertising material.

This feature is identified in claim 1, for example, as “an advertising step for displaying as status of the first user on the second computer advertising image data included in said first advertising information broadcast in said broadcast step.”

Applicants respectfully submit that the present invention is patentable over the references, as neither of the references, taken alone or in combination, teaches or suggests the above-identified feature of the present invention. LiQ simply discloses that a user can be privately “paged” when the user’s buddy is online shopping. No additional information regarding details of the content of the “page” or how the page is executed is provided. Applicants respectfully submit that LiQ offers no disclosure or suggestion regarding displaying computer advertising image data, much less displaying computer advertising image data in the manner identified by the above-quoted language. LiQ is directed to online shopping, not advertising.

In addition, contrary to the Examiner’s assertion that the second user will receive a message about the “status” of the first user, LiQ only enables a user to create his/her own chat room and chat with other users therein. It does not disclose a method to display a user status.

Barron also offers no disclosure or suggestion of the above-identified feature. Although the hacker in Barron could view the same website as the user on his “buddy” list via surveillance software and provide comments, no disclosure or suggestion is provided regarding displaying computer advertising image data as status of a user. Barron merely describes a situation in which a hacker uses surveillance software to spy on a user in his buddy list. No advertisement

information is displayed. Simply providing comments is not tantamount to or related to displaying advertisement data in the manner identified by the language of the claims.

As independent claims 2, 9, 10, and 11 recite language similar to independent claim 1, in relevant part, Applicants respectfully submit that these claims are patentable over the references for at least the reasons offered above with respect to independent claim 1. As dependent claims 3-8 depend from independent claim 2, these claims are patentable over the references for at least the reasons offered with respect to claim 2.

On page 5 of the Office Action, the Examiner rejected claims 5-8 and 11 under 35 U.S.C. § 103(a) as being unpatentable over LiQ and Barron as applied to claim 4, and further in view of U.S. Pat. No. 5,794,210 (Goldhaber). Applicants respectfully request that U.S. Patent No. 5,794,210 be added to PTO form PTO-892.

Applicants respectfully submit that claims 5-8 via claim 2 are patentable over LiQ and Barron, in view of Goldhaber. As previously indicated, neither LiQ nor Barron teaches or suggests displaying advertising data in the identified manner (see above arguments). Likewise, Goldhaber does not teach or suggest displaying advertising data in the identified manner. Goldhaber merely discloses a system by which a user views advertisements and is not at all related to a method of distributing advertisements on a buddy list or in a chat room. Therefore, none of the references, taken alone or in combination, teach or suggest the above-identified feature of claims 5-8 and claim 11.

Applicants further respectfully submit that assuming *arguendo* that the references can be combined, the resultant combination is not obvious, as the references offer no suggestion for the combination. Goldhaber is directed to techniques for electronically delivering priced intellectual property including advertising to anyone browsing pages on the Internet (e.g., mass advertising). Absolutely no indication is offered as to why or how such a technique would be used in conjunction with a buddy list system.

Applicants respectfully submit that claim 12 is patentable over the references, as none of the references, taken alone or in combination, teach or suggest, "transmitting advertisement information from a first computer to a second computer, in response to the first computer browsing web information."

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

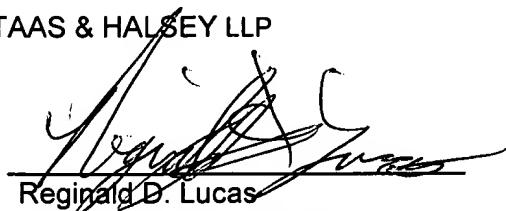
Serial No. 09/892,732

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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